Branding for Corporate Mind Share

"Any damn fool can put on a deal, but it takes genius, faith and perseverance to create a brand." - David Ogilvy

BRANDING is viewed as a buzzword to the corporate giants in this modern world of business. In order to get attention, one is required to create awareness and gain publicity. But today, in the looming competitive market, branding is not only necessary for big corporations but also for the small enterprises that are fighting for survival and continuously positioning themselves to get the mind share of the common mass. In other words, they have to fight for their respective targets to create rational, spiritual and emotional bond. And that is the true Brand loyalty. So, Branding is now treated more than as a logo. As Rodney Fitch stated, "A new letterhead and a new logo is no substitute for a new board of directors".

One of the great proponents of corporate branding has been *Sony Corporation*. The late founder and chairman of Sony, Akio Morita was quoted as saying, *"...I have always believed that the company name is the life of an enterprise. It carries responsibility and guarantees the quality of the product..."*

What is a brand?

As *Bob Izsak*, the president of Toronto based consulting firm said, "a brand is a precious asset. And not to be confused with simply a logo or a name." In fact, branding covers any aspect of a company's image that creates emotional attachment to a product or service. A logo is just a part of the brand. What is the style of writing of the company, the use of color, presentations formats, or even the way your receptionist answers the phone? That is why branding is very important and it is highly recommended to seek the advice of experts when considering branding strategies which is a highly specialized field of marketing communications.

'Strong brands will continue to play a key role in the shopping basket. They will be as relevant in five or ten years' time as they were five or ten years ago.'
Michael Birkin

So, there are specific applications and templates that show the users or the employees how the brand is to be applied in advertising, publications, internal communications, presentations, promotions, sponsorship, packaging, and signage etc. We must remember that every point of contact builds a brand. And a brand builds the overall personality of an organization.


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Dr. Paul Temporal mentioned thoroughly in his Branding Tips article that, Brand identity is the total proposition that a company makes to consumers i.e. the promises that it makes to its valued customers. It may consist of features and attributes, benefits, performance, quality, service support, and the values that the brand possesses. The brand can be viewed as a product, a personality, a set of values, and a position that it occupies in people's minds. Brand identity is everything the company wants the brand to be seen as.

Brand image, on the other hand, is the totality of consumer perception about the brand, or how they see it, which may not coincide with the brand identity. Companies have to work hard on the consumer experience to make sure that what customers see and think is what the companies want them to.

What is Corporate Identity?

Corporate identity is a visual means of identifying a corporation, company or organization. Logos and names are a very obvious part of an organization's identity. Corporate identity is a strategic asset that helps to achieve the longer-term communication goals. It cannot therefore be used as a short-term tactical tool like advertising or PR. If allowed to fall into disarray or disrepair, it can, like other assets, eventually become a liability by projecting an inappropriate image.

Corporate identity is a symbolic uniform that acts as a flag expressing everything about the organization. It can specifically project three things:

- Who you are
- What you do
- How you do it

It is important to distinguish between corporate identity, brand identity, and brand image. Corporate identity is concerned with the visual aspects of a company's presence. When companies undertake corporate identity exercises, they are usually modernizing their visual image in terms of logo, design, and collaterals. Such efforts do not normally entail a change in brand values so that the heart of the brand remains the same - what it stands for, or its personality. Unfortunately, many companies do not realize this fallacy, as they are sometimes led to believe by agencies and consultancy companies that the visual changes will change the brand image. But changes to logos, signage, and even outlet design do not always change consumer perceptions of quality, service, and the intangible associations that come to the fore when the brand name is seen or heard.

What is Corporate Image?

Corporate image is perception. It is the sum of people's perceptions of an organization. Images and perceptions are created through all the senses sight, sound, smell, touch, taste and feelings experienced through product usage, customer service, the commercial environment and corporate communications. *Corporate image embraces everything* from the visual impression of a corporate logo, ad, the internal and external environment of the building to the experiences suffered with product quality and customer service.